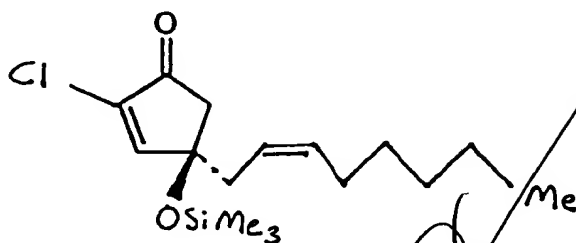
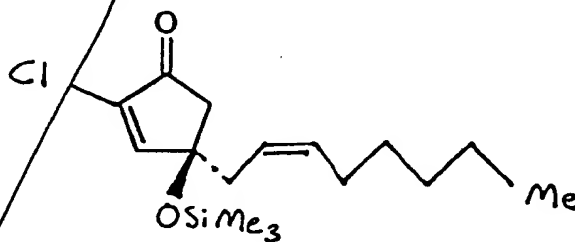


racemic 4-tert-butyltrimethylsilyloxy-cyclopenten-2-en-1-one, or the compound depicted below.



35. (New) A method of inducing both cytoprotective and NF- κ B inhibitory activities in a human, comprising administering to a human in which such treatment is desired a therapeutically effective amount of a compound having a cyclopentenone ring structure which compound induces the expression of one or more heat shock proteins and downregulates or inhibits NF- κ B activity, wherein the compound is not PGD₂, 9-deoxy- Δ^9, Δ^{12} -13,14-dihydro-PGD₂ (Δ^{12} -PGJ₂), PGA₂, 15-deoxy-13,14-dihydroprostaglandin J₂, racemic 4-tert-butyltrimethylsilyloxy-cyclopenten-2-en-1-one, or the compound depicted below.



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36. (New) A method of inducing cytoprotective responses in a human, comprising administering to a human in which such treatment is desired a therapeutically effective amount of a compound, which compound induces the expression of one or more heat shock proteins, wherein the compound has a cyclopentenone ring structure which lacks a long aliphatic side chain at position 4 or 5.

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37. (New) A method of inducing both cytoprotective and NF- κ B inhibitory activities in a human, comprising administering to a human in which such treatment is desired a therapeutically effective amount of a compound, which compound induces the expression of one or more heat shock proteins and downregulates or inhibits NF- κ B activity, wherein the compound has a cyclopentenone ring structure which lacks a long aliphatic side chain at position 4 or 5.

38. (New) A method of inducing cytoprotective responses in a human, comprising administering to a human in which such treatment is desired a therapeutically effective amount of a compound, which compound induces the expression of one or more heat shock proteins, wherein the compound has a cyclopentenone ring structure which lacks a long aliphatic side chain at positions 4 and 5.

39. (New) A method of inducing both cytoprotective and NF- κ B inhibitory activities in a human, comprising administering to a human in which such treatment is desired a therapeutically effective amount of a compound, which compound induces the expression of one or more heat shock proteins and downregulates or inhibits NF- κ B activity, wherein the compound has a cyclopentenone ring structure which lacks a long aliphatic side chain at positions 4 and 5.

40. (New) The method of claim 36, 37, 38 or 39, wherein at least one of the heat shock proteins induced is HSP70.

41. (New) The method of claim 36, 37, 38 or 39, wherein the human has an infectious disease.

42. (New) The method of claim 36, 37, 38 or 39, wherein the human has an immune disorder.

43. (New) The method of claim 36, 37, 38 or 39, wherein the human has a leukemia, a sarcoma, a carcinoma or a melanoma.

44. (New) The method of claim 36, 37, 38 or 39, wherein the human has an inflammatory disorder.

45. (New) The method of claim 36, 37, 38 or 39, wherein the human is infected with a virus and said compound inhibits viral replication or ameliorates one or more symptoms associated with the infection.

46. (New) The method of claim 36, 37, 38 or 39, wherein the virus is a retrovirus, herpes virus, arenavirus, paramyxovirus, adenovirus, bunyavirus, coronavirus, filovirus, flavivirus, hepadnavirus, papovavirus, picornavirus, poxvirus, reovirus, togavirus, or rhabdovirus.

47. (New) The method of claim 46, wherein the retrovirus is human T-cell lymphotropic virus (HTLV) or human immunodeficiency virus (HIV).

48. (New) The method of claim 46, wherein the herpes virus is herpes simplex virus or Epstein-Barr virus.

49. (New) The method of claim 46, wherein the paramyxovirus is a morbillivirus virus or a pneumovirus.

50. (New) The method of claim 46, wherein the paramyxovirus is respiratory syncytial virus or mumps virus.

51. (New) The method of claim 46, wherein the hepadnavirus is hepatitis B virus.

52. (New) The method of claim 46, wherein the flavivirus is hepatitis C virus (HCV), yellow fever virus, or Japanese encephalitis virus.

53. (New) The method of claim 46, wherein the orthomyxovirus is influenza virus A, B or C.